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## *Memorandum*

TO: TransLink<sup>®</sup> Management Group

DATE: February 17, 2010

FR: Jacob Avidon

RE: FY 2009-10 TransLink<sup>®</sup> Contract Change Orders and Vendor Contracts:

- a) Contract Amendment – Technical Advisor Services: Booz Allen Hamilton (\$1,115,000)
- b) Contract Amendment – Marketing, Web and Communications Services (\$1,375,000)
- c) TransLink<sup>®</sup> Contract Change Orders – SFMTA Muni Metro Faregate and Vending Machine Replacement Project: Cubic Transportation Systems (To Be Determined)
- d) TransLink<sup>®</sup> Contract Change Orders – Implementation and Operations Improvements and Enhancements: Cubic Transportation Systems (To Be Determined)

### **Background and Overview**

In the remainder of this fiscal year, MTC expects to negotiate and enter into a number of vendor contract amendments and TransLink<sup>®</sup> Contract change orders that will exceed the authority for TransLink<sup>®</sup> Contract change orders and vendor contracts delegated to MTC by the TransLink<sup>®</sup> Interagency Participation Agreement (IPA). The IPA requires TransLink<sup>®</sup> Management Group (TMG) approval of TransLink<sup>®</sup> Contract change orders greater than \$250,000 and vendor contracts greater than \$100,000.

Much of the work covered by the planned contract amendments and change orders is time sensitive because it relates to the SFMTA Muni Metro faregate and vending machine replacement project, which SFMTA is funding, supporting introduction of Clipper as the program name, the transition of transit operator fare media to smart card-only availability and/or expected rapid growth in the system's transaction volume. In particular, the SFMTA Muni Metro project has a very tight schedule for completion.

For the two amendments to vendor contracts with Booz Allen Hamilton and Swirl, items (a) and (b), respectively, MTC recommends that the TMG approve the amendments. For the planned change orders that pertain to the SFMTA Muni Metro project, item (c), MTC recommends that the TMG delegate approval of the change orders to the TMG Chair, Vice Chair, and the SFMTA Executive Director and Chief Executive Officer. For the planned change orders that pertain to time-sensitive improvements and enhancements to the system, item (d), MTC recommends that the TMG delegate approval of the change orders to the TMG Chair and Vice Chair.

#### **a) Contract Amendment: Booz Allen Hamilton (\$1,115,000)**

In 2008, MTC selected Booz Allen Hamilton to provide technical oversight of the TransLink<sup>®</sup> Contractor and coordination with the transit operators and other consultants. The selection

followed a competitive procurement and included a selection panel comprised of MTC and transit agency representatives. The budget for the first year of the contract, which ends February 28, 2010, was \$875,000. The work scope for the recommended amendment includes review of design submittals, testing/inspection services, operations support and general project oversight. Costs for the next 16 months of service are proposed at \$1,155,000; the scope will shift to focus on operational support, e.g., review of key performance indicators, process improvement assessments, maintenance reviews, and system enhancements. Golden Gate Bridge, Highway, and Transportation District (GGBHTD) will fund about \$18,000 of the contract amendment under an agreement with MTC related to deployment of TransLink<sup>®</sup>-compatible vending machines for Golden Gate Ferry. With the exception of the funding provided under the agreement with GGBHTD, MTC will fund this amendment using funds from the TransLink<sup>®</sup> capital budget. MTC's Operations Committee approved this amendment on February 12, 2010.

**b) Contract Amendment: Swirl (\$1,375,000)**

For FY 2009-10, MTC previously executed contract amendments with Swirl, which provides marketing, web and communications services for TransLink<sup>®</sup> and other MTC services, totaling \$965,000. MTC funded the amendments using funds from outside the TransLink<sup>®</sup> budget.

Under the proposed amendment, \$475,000 will be for Swirl to develop new customer materials, update the design of the program website, redesign logos on the equipment and provide other services to support the rebranding of the program as Clipper. The remainder of the funding under the proposed amendment, \$900,000, will be for launching a marketing campaign in June 2010 timed to coincide with transit agencies' phasing-out of paper tickets and passes. The marketing campaign will include local elements targeting customers of all five agencies currently accepting the smart card. MTC will fund the amendment using funds from the TransLink<sup>®</sup> capital budget. Of the total amount, \$900,000 was previously set aside for marketing by individual agencies; consolidating the funding in a single marketing program will ensure a coordinated and cost-effective marketing program. MTC staff presented the scope of the amendment to the TransLink<sup>®</sup> Marketing and Distribution Subcommittee on February 5, 2010. MTC's Operations Committee approved this amendment on February 12, 2010.

**c) TransLink<sup>®</sup> Contract Change Orders – SFMTA Muni Metro Faregate and Vending Machine Replacement Project: Cubic Transportation Systems (Amount to Be Determined)**

The table below summarizes the two change orders related to the SFMTA Muni Metro project. SFMTA will fund all two change orders under the cooperative agreement with MTC.

Item No.	Title	Description
1.	CO 130: Additional Card Readers for SFMTA Faregates	Installation of 2 <sup>nd</sup> card readers in new SFMTA Muni Metro faregate to enable tagging of card for both entry and exit.
2.	CO 131: SFMTA TVM and Faregate Network	Installation of TransLink <sup>®</sup> network to support new faregates and vending machines.

**d) TransLink<sup>®</sup> Contract Change Orders – Implementation and Operations Improvements and Enhancements: Cubic Transportation Systems (Amount to Be Determined)**

The table below summarizes the three change orders related to time sensitive implementation and operations improvements and enhancements.

<b>Item No.</b>	<b>Title</b>	<b>Description</b>
1.	Change Notice: SFTMA/BART Senior/Disabled Fast Pass	Deployment of SFMTA/BART Senior/Disabled Fast Pass. This product is not currently available on TransLink <sup>®</sup> . The pass must be available to support SFMTA's phase-out of the magnetic-stripe version of this pass.
2.	Change Notice: In-Person Customer Service Centers	Deployment of in-person customer service centers to assist customers with all customer service issues (card sales, value sales, card replacement, etc.). MTC expects the first location to begin operating in San Francisco this spring.
3.	Change Notice: Installation of Modified Fulfillment TOT at AC Transit	Deployment of software for AC Transit's Ticket Office Terminal that will enable AC Transit to replace lost/stolen cards issued as part of AC Transit's youth distribution program.

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